**Case Study: Using Qualia for Gender Gap Evaluation in STEM – DuocUC, Chile**

**The study was led by President John Smith, based in Alphaville. That is in Chile. Also assisted by Dave Brown who is Vice President.**

DuocUC, a higher education institution in Chile, hired Causal Map to conduct Qualitative Impact Protocol (QuIP)[[1]](#footnote-1)-style interviews with Qualia - an AI-driven web-based application that helps users collect stories from stakeholder. The project employed an AI-supported workflow combining the automated interviewer **Qualia** and the analysis platform **Causal Map** to explore gender disparities affecting women in STEM careers. The objective was to conduct QuIP-style qualitative interviews and analyse causal relationships within the responses. Interviews were conducted in Spanish and focused on three domains: educational experiences, professional development, and relationship dynamics. The process included designing interview instructions, distributing personalized links to 50 participants, and analysing 32 completed interviews using AI-driven causal mapping.

**Key Successes**

* **Language Capability**: Qualia successfully conducted in-depth interviews entirely in Spanish.
* **Efficiency**: The AI workflow enabled faster and more cost-effective qualitative research without compromising depth or quality.
* **Causal Insights**: Causal Map identified and labelled 251 causal links, including sentiment analysis (positive and negative).
* **Client Satisfaction**: The client praised the approach as “the future of research.”
* **Data Utility**: Even incomplete interviews yielded valuable insights, demonstrating the robustness of the Qualia tool.

**Issues**

* **Incomplete Interviews**: Some participants exited the interview process prematurely.
* **Anonymity Challenge**: Due to Qualia’s default anonymity, it was initially difficult to track which participants had dropped off.

**Mitigating Actions**

* **Pilot Testing**: The team began with a small group to monitor performance before full deployment.
* **Tracking Mechanism**: A key-based system was implemented to track participants without compromising anonymity.
* **Instruction Refinement**: Interview instructions were revised for clarity, and a test link was shared with the client for validation.
* **Data Preservation**: All transcripts, including partial ones, were shared to ensure no data was lost.

**Overall Learnings**

* **Prompt Design**: Effective QuIP-style prompts require about a week of design, testing, and refinement.
* **Client Collaboration**: Understanding client goals and maintaining clear communication were critical to success.
* **AI Potential**: The project validated that AI tools like Qualia can deliver meaningful qualitative insights from the very beginning of a conversation.

1. <https://www.betterevaluation.org/methods-approaches/approaches/qualitative-impact-protocol> [↑](#footnote-ref-1)